

With Bullseye for CRM, every mobile ad is right on target.

Your most important prospects are your current customers. Now, thanks to AdHaven Bullseye for CRM, you can reach them on a 1:1 basis or by specific segment at scale, with no waste. And since you'll know exactly who saw your ad, you can see exactly how well it worked. Don't miss this opportunity to give your CRM campaigns more impact than ever.





Bullseye hits the mark with your current customers.

You already understand the value of customer loyalty. After all, it costs far less to retain current customers than it does to acquire new ones. So it only makes sense to identify your most valuable customers and solidify those relationships. With AdHaven Bullseye for CRM, you can use mobile advertising to take your CRM campaigns to the next level.

Precise 1:1 targeting. No modeling. No look-a-likes.

Only Bullseye for CRM can make a direct match between your in-house data file and our universe of more of than 152 million consumers with mobile devices. This is true 1:1 mobile targeting, not modeling of your best customers, look-a-likes or zip code targeting. And we're able to accomplish all of this while leading the way in privacy best practices.

Reach a new level of efficiency, then measure it.

With Bullseye, you'll reach only your customers, with no wasted impressions. Custom segmentation is available, as well as comprehensive reporting by household. We can tell you precisely who saw your ad, and how many times they saw it. And since you know if they purchased the product, you can measure your campaign results at the cash register, where it counts. The bottom line: Bullseye advertisers have seen up to a 6-to-1 payback on their mobile investment.

Don't just target. Retarget.

With Bullseye for CRM, you can enhance your cross-channel customer relationship campaigns by retargeting based on prior purchase behavior or response to prior messages.

Imagine all you can do:

- Encourage trial of new products based on past purchases
- Increase purchase frequency through timely offers
- Increase basket size by promoting related products
- Head off competitive intrusion
- Serve specific ads to move customers through the purchase cycle

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